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IN THE HIGH COURT OF DELHI AT NEW DELHI

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CNR No. DLHC010434612026

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CS(COMM) 1007/2026

GILLETTE INDIA LIMITED

.....Plaintiff

Through: Mr. Chander M. Lall, Sr. Advocate
with Mr. Ankur Sangal, Ms. Pragya
Mishra, Ms. Saumya Bajpai, Ms.
Yashodhara Raina, Ms. A. Mehar and
Mr. Swastik Sant, Advocates.

versus

VISAGE LINES PERSONAL CARE PRIVATE LIMITED

.....Defendant

Through: Ms. Tanya Varma, Mr. Prithvi Singh,
Mr. Vardaan Anand and Ms. Ruchika
Yadav, Advocates.

CORAM:

HON'BLE MR. JUSTICE A. J. BHAMBHANI

ORDER

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21.09.2026

I.A. 26053/2026

By way of the present application filed under Order XXXIX Rule 2-A read with section 151 of the Code of Civil Procedure 1908, the applicant/plaintiff seeks action in contempt against the defendant for violation of their undertaking offered to the court as recorded in orders dated 16.09.2026 and 17.09.2026.

2. Mr. Chander M. Lall, learned senior counsel appearing for the plaintiff submits, that despite the undertaking given by the defendant that they would take-down the 'original' advertisement that was subject matter of the present suit, the defendant by way of so-called 'revised' advertisement has put-out essentially the same offending content that the plaintiff had complained about.



3. Issue notice.
4. Ms. Tanya Varma, learned counsel appears on behalf of the defendant on advance copy; accepts notice; and seeks time to file reply.
5. Ms. Varma argues, that the 'revised' advertisement is a re-worked version of the 'original' advertisement, which does not contain the allegedly offending parts of the 'original' advertisement; and besides the revised advertisement is not disparaging of the plaintiff as understood in law.
6. Let reply to the application be filed within 01 week; rejoinder thereto, if any, be filed before the next date; with copies to the opposing counsel.
7. In these circumstances, Mr. Lall submits, that their interim injunction application bearing I.A. No. 25193/2026 be taken-up alongwith the present application for hearing on the next date.
8. In view thereof, let reply to I.A. No. 25193/2026 be *also* filed within 01 week; rejoinder thereto, if any, be filed before the next date; with copies to the opposing counsel.
9. I.A. No. 26053/2026 and I.A. No. 25193/2026 will be taken-up for hearing on the next date.
10. Re-notify before court on 05th October 2026.
11. The date of 07.10.2026 before the learned Joint Registrar shall remain as-is.
12. On a first blush of viewing the revised advertisement, this court is of the *prima-facie* view that there is no perceptible difference in the impact of the 'revised' advertisement as compared to the 'original' advertisement.



13. Accordingly, *in the meantime*, it is directed that the defendant shall not run their revised advertisement, till the next date of hearing before this court.

A. J. BHAMBHANI, J

SEPTEMBER 21, 2026

V.Rawat